

Assignment TV

By TERRENCE O'FLAHERTY

Ten of the most successful television executives in the business assembled recently at the Hollywood Festival of World Television to discuss the program trends for next season. With the exception of Jack Haley Jr., a producer of documentaries, they presented a picture of TV's creative powers that was disheartening as an open grave.

Here were men whose opportunity to reach the feel-

ings of their fellow men is unlimited. No men in history—not even the great ones—have been given such a chance to inspire so vast an audience, to widen its entertainment horizons and stimulate its interest in the real riches of the world, yet they spoke like small men.

In discussing their programs and their aims not one—repeat, NOT ONE—spoke in terms of ideas or inspira-

tion. They were concerned solely with "what will sell" and what will attract the largest ratings. It was a grim display.

They have no faith in the accuracy of Nielsen ratings yet they live by them exclusively and admit that they do. They uttered banalities of the most juvenile sort and appraised their own and each other's efforts as if they were discussing accomplishments of the most dazzling sort.

"WE'RE MAINLY in business to sell merchandise. I'm very proud of 'Batman' for what it represents. It proves that something new, fresh and different can get on the air . . ."

"Of course, great new shows like 'Batman' are encouraging because they are appealing to two levels of intelligence . . ."

"Everything depends on what program you follow. If it's a hit, you'll have a hit. 'Love Lucy'—even a test pattern—would have been a hit. 'Batman' is a true hit because it's on after the news . . ."

"We're in a mass medium and I don't think that Shakespeare has a mass appeal . . ."

"Look at 'Dennis the Menace'. It got its biggest rating when 'Macbeth' was placed opposite it. They (the public) were driven to Dennis by the millions . . ."

"We never set out to make

a show just because we think the public wants it. We do what we would like ourselves!" (The punctuation is mine.)

"Accurate? Who cares if the ratings are accurate or not. It doesn't matter."

"Well, we have to be measured by something . . ."

A member of the audience asked the panel this question: "Why must you turn your creative judgment over to a machine?"

William Dozier, of "Batman," answered: "The only way you can trust your own judgment is to own a network."

And so it went—an essay on childishness.

INDEED, THEY sounded

like publishers of books for children discussing which news stories they were planning to place before the eyes of the tots this year; whether or not it might be wise to re-issue the Oz books and speculating on the popularity of new illustrations for the "Doctor Doolittle" series.

One can respect men who publish children's books for the children's audience. But who can honor men who provide children's entertainment for adults—and take themselves seriously at such a task?

Their own high evaluation of their importance gave the proceedings moments of incredible, unintentional humor. When it was over I felt

Armed Forces

Staff Sergeant Donald W. Martin, whose wife, Shirley, is the daughter of John M. Boes of 16112 Van Ness, Gardena, is now on duty with the U. S. Air Force in Thailand.

The sergeant serves as an aircraft equipment technician with Air Force advisory per-

sonnel who support aerospace defense and training activities which are coordinated with the Royal Thai Air Force.

U. S. Air Force Major Adam B. O'Guin Jr., whose wife, Louise, is the daughter of Mrs. G. H. Bouma of 3232 W. 186th St., has received three awards at Ent AFB, Colo.

The major was decorated with the Distinguished Flying Cross, the Bronze Star, and the Air Medal.

like a dedicated assistant bank teller who has just heard his senior vice president advocate short-changing depositors because they are too dumb to know the difference.

ZEE-FO

\$500.00 WINNER



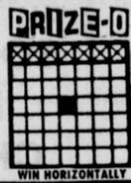
MRS. COLLEEN L. FARMER OF SANTA MONICA WON \$500 IN PRIZES YOU TOO CAN WIN THIS WEEK

FOOD FAIR'S EXCITING SHOPPING GAME

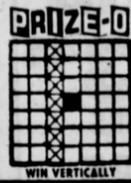
GAME #2
RECEIVE AFTER VISITING THE CASH REGISTER
PRIZE O
START THE WEEK

Play it like BINGO

HERE-ARE 3 OF THE MANY WAYS YOU CAN WIN



WIN HORIZONTALLY



WIN VERTICALLY



WIN DIAGONALLY



THOUSANDS OF PRIZES YOU COULD BE A WINNER THIS WEEK

EXTRA PRIZE-O BONUS FOR GAME NO. 2

THOUSANDS OF FREE NATIONAL BRAND PRODUCTS PRIZES IN ADDITION TO CASH PRIZES!

When your Game Slip is marked "Free", you may exchange that slip for the actual product pictured on the slip! Just present your "Free" slip with the corresponding free product to the cashier as you check out & keep the other slip to play the game.

CUT OUT THESE FOUR PRIZE-O SLIPS TO START YOU OFF!



THESE ARE YOUR PRIZE-O GAME NO. 2 BONUS SLIPS. THERE WILL BE EXTRA BONUS SLIPS PRINTED IN OUR NEWSPAPER ADS EACH WEEK. WATCH FOR THEM! CUT THEM OUT AND ADD THEM TO THE GAME SLIPS YOU RECEIVE AT OUR STORES. YOU CAN BE A WINNER THIS WEEK!

AT YOUR NEAREST FOOD FAIR SUPERMARKET • SO EASY TO PLAY • SO EASY TO WIN

SMOKED PICNIC

HOFFMAN SHORT SHANK HALF OR WHOLE



39¢ lb.

EXTRA LEAN PICNICS—PRE-SLICED AND TIED.....49¢lb.

SHOULDER LAMB CHOPS BLADE CUTS	RIB LAMB CHOPS U.S.D.A. 'CHOICE'	LARGE LOIN LAMB CHOPS U.S.D.A. 'CHOICE'	SMALL LOIN LAMB CHOPS U.S.D.A. 'CHOICE'	BREAST O' LAMB U.S.D.A. 'CHOICE'
77¢ lb.	\$1.17 lb.	\$1.07 lb.	\$1.27 lb.	17¢ lb.

59¢

U.S.D.A. 'CHOICE' LEG 'O LAMB

FRESH HALF OR WHOLE

FRESH FULL 3-RIB LAMB ROAST SHOULD CUT 47¢ lb.

SQUARE CUT SLICED & TIED 57¢ lb.

77¢ lb.

89¢ lb.
79¢ lb.
3 PKGS. \$1

CRAB LEGS ALASKA KING CRAB SECTIONS 98¢ lb.

ZEE DECORATOR TOWELS

4 \$1

- PACIFIC SALTINE—POUND PACKAGE STA-CRISP CRACKERS ..29¢
- 24-OUNCE BOTTLE TROPICAL GRAPE JUICE 29¢
- EHRLAND'S, PIECES AND STEMS—4-OUNCE CANS CANNED MUSHROOMS 4 FOR \$1
- NABISCO—15½-OUNCE PACKAGE SHREDDED WHEAT39¢

Liquor

'JAMES E. PEPPER' 86-PROOF—7-YEARS OLD STRAIGHT KENTUCKY BOURBON

A NATIONALLY ADVERTISED FAVORITE!

REG. \$4.99 **\$3.99** FULL FIFTH

GILBEY'S 80-PROOF FAMOUS VODKA

FAMOUS THE WORLD OVER AT A NEW LOW PRICE!

LOW PRICED **\$3.99** FULL FIFTH

HUGE SAVINGS! HUGE ½ GALLONS! RE-STOCK YOUR CELLAR FOR THE HOLIDAY AHEAD

ANCIENT AGEHALF \$10.99
VANYA VODKAHALF \$6.99
ANTIQUE BOURBON ..HALF \$10.99

REGAL SELECT BEER NEW LOW PRICE—FLIP TOP CANS STOCK UP FOR BAR-B-Q'S AND COOK-OUTS

6 12-OZ. CANS **99¢** (CASE OF 24.....\$3.83)

AQUA NET SPRAY



HAIR SPRAY REGULAR, HARD TO HOLD OR UNSCENTED 13-OUNCE CAN \$1.19 VALUE

48¢

- KITCHEN CHARM BRAND—100-FOOT ROLLS WAX PAPER2 FOR 35¢
- 12-OUNCE CAN (PRICE INCLUDES 15¢ OFF DEAL) LOV-IT OVEN CLEANER .99¢
- CHICKEN & FISH, CHICKEN & LIVER FLAVOR—6½-OUNCE CANS CALO CAT FOOD8 FOR \$1

Frozen Foods

- 6-OUNCE CANS CAL FAME—REGULAR OR PINK LEMONADE 10 FOR 89¢
- SEABROOK VEGETABLES BOIL IN THE BAG Green Beans and Mushroom Sauce, Chopped Broccoli Au Gratin, Fordhook Lima in Chesse Sauce, Peas & Carrots in Cream Sauce, Peas in Onion Sauce, Creamed Spinach, Buttered Parsley Potatoes 4 9-OZ. PKGS. \$1
- 'INTERNATIONAL'—POUND PACKAGE PANCAKE & WAFFLE MIX37¢
- 12-OUNCE PACKAGE SARA LEE POUND CAKE79¢

THURS.-SUN., MAY 19-22 SUGARED OR PLAIN DOUGHNUTS PACKAGE OF 6—REG. 35¢... **29¢**

Van de Kamp's Specials NOT AT 1484 VAN NESS AVE.

7 BIG SALE DAYS THURS., MAY 19-WED., MAY 25

TORRANCE 2121 W. 142ND ST. AT VAN NESS GARDENA 14206 VAN NESS AT ROSECRANS



WE YOU MORE AT FOOD FAIR!

OUR PRICE	ELSEWHERE	YOU SAVE	OUR PRICE	ELSEWHERE	YOU SAVE
3 1/2 \$1	37¢	11¢	Sunsweet Prune Juice 48-OZ. Cans	43¢	49¢ 6¢
23¢	25¢	2¢	Libby's Tomato Juice 48-OZ. Cans	31¢	37¢ 6¢
42¢	49¢	7¢	Van Camp Pork & Beans No. 271 Can	23¢	29¢ 6¢
56¢	63¢	5¢	Del Monte Sweet Peas No. 303 Can	22¢	27¢ 5¢
54¢	55¢	1¢	Del Monte Cream Corn No. 303 Can	21¢	25¢ 4¢
32¢	35¢	3¢	Skippy Dog Food No. 1 Can	10¢/89¢	3¢/31¢ 14¢